

Case study of the research on the current needs for gender equality on the labor market

KA210-YOU - Small-scale partnerships in youth Promoting Women Environment Entrepreneurship

PwoEE

In the duration of the tenure of the PwoEE project, we have created research that was spread to the participants on our activities. The aim of the research was to inspect the actual situation on the market on the topic of gender equality on the workplace, and the intentions of promoting or demoting women entrepreneurship, thus, to see if there are gaps in certain locations, professions or age.

We have also asked the participants to give their own view on the obstacles and some ideas on where women entrepreneurship would be most renowned.

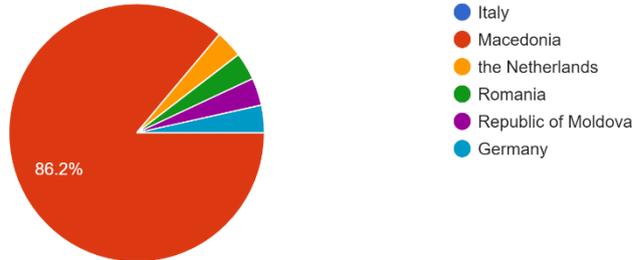
The research was done in two languages: English, conducted by the Dutch and the Macedonian project partner (Youthpreneur Stichting and Volunteering Center Skopje) and Italian, conducted by the Italian partner (EProjectconsult). This, through this report two parallel charts would be shown, but the results will be integrated.

The aim of this research is to raise the awareness of the current situation in women entrepreneurship, and to inspire future projects and initiatives.

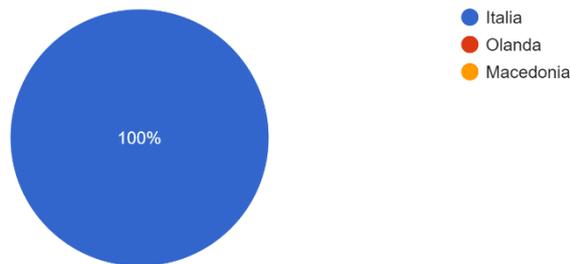
Demographic data

Out of 47 participants on the survey, the majority were from Macedonia and Italy. Yet, we also had one participant from Germany, one from the Netherlands, one from Romania and one from Moldova.

Place of living
29 responses



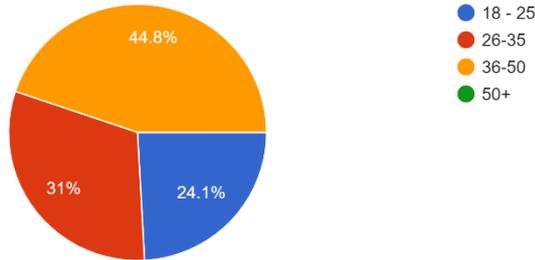
Residenza
18 responses



Regarding the age, the biggest group of our participants was in the age group between 18-25. Through the Macedonian participants we had participants between 26-35 years of age, and many in the group between 36-50. In the Italian sample, there were also participants above 50 years of age.

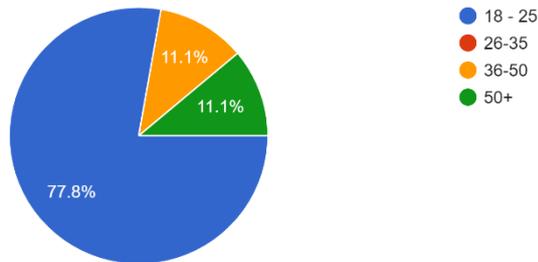
Age

29 responses



Età

18 responses



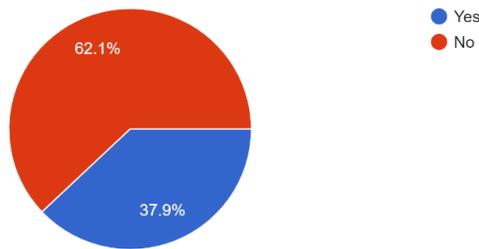
Regarding the professions our sample represented, we had the following groups:

- Project Manager*
- Recruiter*
- Psychologist*
- Students*
- Professor*
- Architect*
- Youth Worker*
- Unemployed*
- Sales Manager*
- Graphic Designer*
- Digital Marketer & Entrepreneur*
- Accountant*
- CEO & Software engineer*
- Educational Assistant*

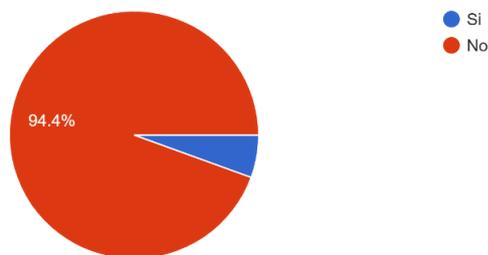
*Accountant
Insurer
Life Coach*

From the perspective of entrepreneurship, from the Dutch and Macedonian sample, around 40% of the group was represented by entrepreneurs, while in the Italian sample we only had around 5% of entrepreneurs.

Are you an entrepreneur?
29 responses

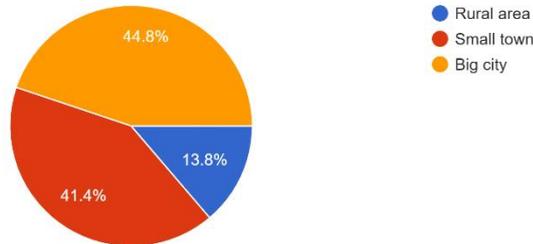


Sei un imprenditore?
18 responses



Out of these entrepreneurial stories, in the Dutch and Macedonian samples the majority were functioning in the big city (44.8%), and then there was dispersion in the small cities (41.4%) and in the rural area (13.8%). All of the Italian businesses were functioning in the smaller cities.

If yes, where does your business operate?
29 responses



Se sì, dove opera la tua azienda?
1 response

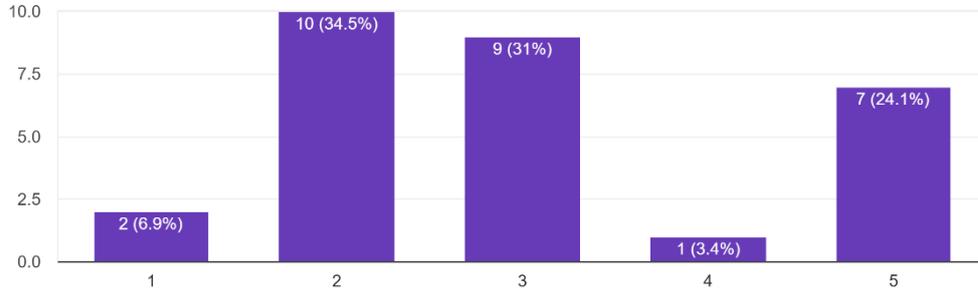


Entrepreneurship

To start from the beginning of creating an entrepreneurial story, we have asked our participants to rate the educational possibilities for women entrepreneurship in their location, 1 being rated as Poor, and 5 being rated as Excellent. We can see that the Dutch and Macedonian sample have choose the grading 2 as the most common asnwer (34.5%), and the Italian majority sample of 72.2% has gave medio rate to the educational possibilities, rating 3.

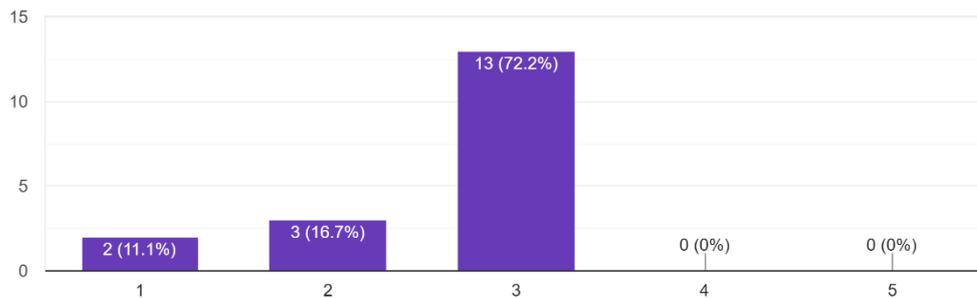
How would you rate the education available for female entrepreneurship at your place of living?

29 responses



Come giudichi l'istruzione disponibile sull'imprenditoria femminile nel tuo luogo di residenza?

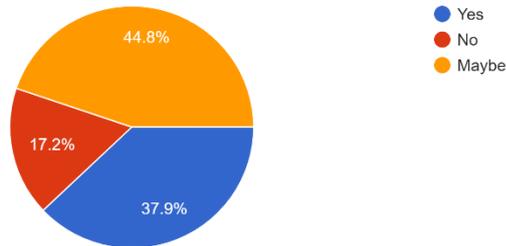
18 responses



We have also asked the question if women get the same opportunity for creating entrepreneurial stories as men. The Dutch and Macedonian sample were in between the yes and no, in 44.8% rating it as Maybe, while the Italian sample in majority voted for Yes, with 44.4% supporting the statement.

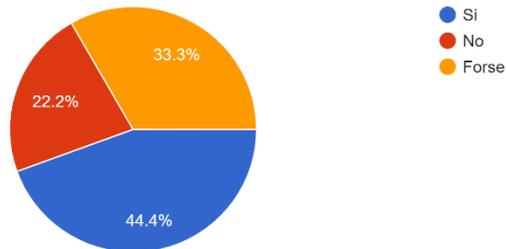
Do you think women get the same opportunity for creating entrepreneurial stories as men?

29 responses



Pensi che le donne abbiano le stesse opportunità degli uomini di creare storie imprenditoriali?

18 responses



Regarding the regions that support more women entrepreneurial stories, from the Macedonian and Dutch sample we got the following suggestions:

European Countries

Bigger Cities

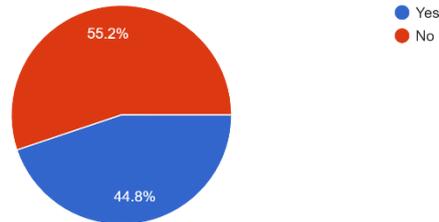
In Macedonia - Skopje and Polog

Serbia and Kosovo

The Italian sample only suggest that the cities, rather than the rural areas give more possibilities.

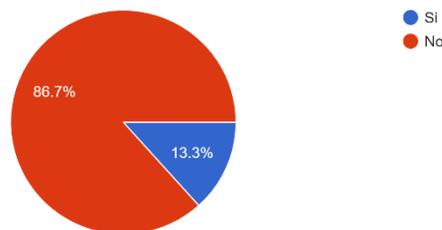
Do you think there is some other region, close to yours, that supports more women in creating their successful career stories?

29 responses



Pensi che ci sia qualche altra regione, vicina alla tua, che supporti in maniera adeguata le donne nella creazione delle loro storie di successo?

15 responses



We have also asked participants to give us suggestions in which field they see women creating their success stories, and they gave the following suggestions:

Social, health care, environmental, education, social media

Ergonomic equipment and cryptocurrency

HR

Influencers, creative jobs like artisans...

Small businesses

Eco-activism, management

IT

On-line services

Art and design

Decorations, gifts, and art

IT technology, Design

Management

Maybe in some department where the communication is more used

In it and computers

Handicrafts, homemade and traditional products, eco businesses...

Education.

Instagram, design, coach

Economy, Food technology, Biotechnology

Estetics and Fashion

Tourism

Management

Corporate

Textile

However, many of them wrote that women can be successful in every field they want.

Regarding the obstacles in the women entrepreneurship, the participants have listed the following:

Lack of Information

Need for Financial support

Representation

Motivation

Lacking family balance

Mentoring

Lack of psychological support

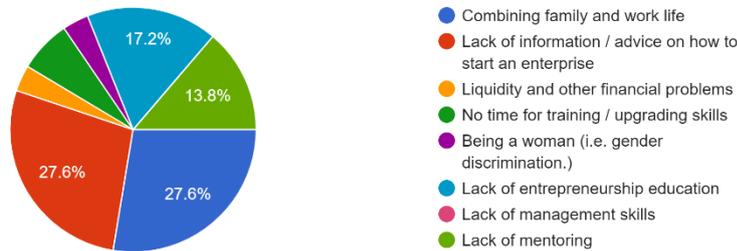
Need for opportunity

*Work-life balance
Opportunities for self-realization*

Yet, in the charts below we can see that the work-life balance is the biggest obstacle through all locations.

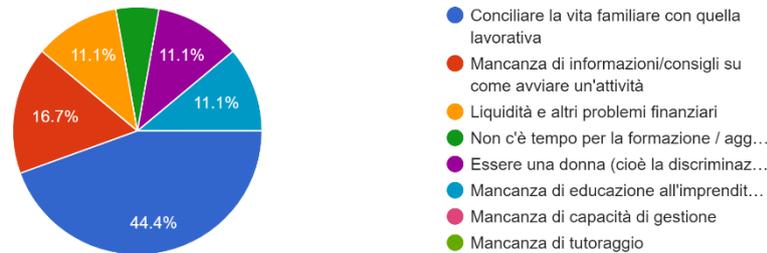
In your area and from your experience, what do you think can be considered the biggest obstacles and/or constraints facing women in starting their own businesses?

29 responses



Nella tua zona e in base alla tua esperienza, quali pensi possano essere considerati i maggiori ostacoli e/o vincoli che devono affrontare le donne nell'avviare un'attività in proprio?

18 responses



Futuristically, we have asked the participants on what entrepreneurship can offer them, if decided to go that road. The majority of them see it as a possibility for self-realization and fulfillment, as well as a possibility to create career and personal development.

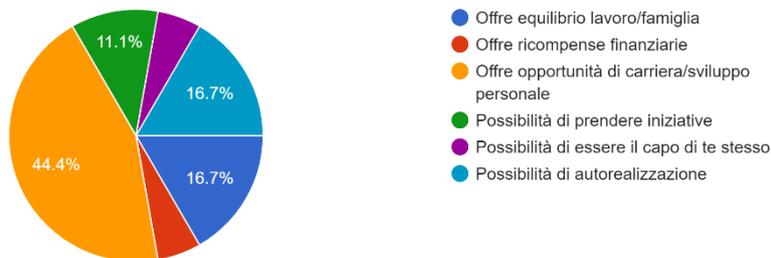
How well could/does entrepreneurship meet your aspirations and values?

29 responses



In che misura l'imprenditorialità potrebbe soddisfare le tue aspirazioni e i tuoi valori?

18 responses



Conclusion

The research shows that, even though many initiatives are already in place, the topic of Women Entrepreneurship should still be addressed since there are still many obstacles standing on the way. There is a tendency for having more opportunities in the cities versus the rural areas, and in EU rather than outside the EU.

Women still do not get enough relevant education regarding entrepreneurship, and the work-life balance still implies something different, gender-based.

We inspire further projects and initiatives, that will contribute to more women entrepreneurial stories.